

# Profile Performance

November 1, 2021 - December 31, 2021

Understand growth and health of your social profiles





## Included in this Report

 @WeDrawTheLines

 wedrawthelines

 We Draw the Lines CA

 California Citizens Redistricting Commis...

## Performance Summary

View your key profile performance metrics from the reporting period.

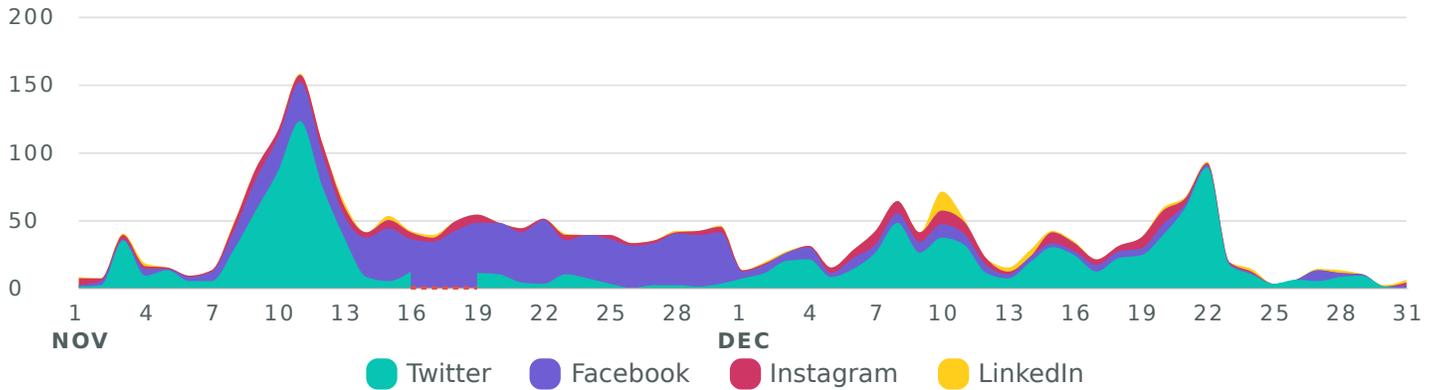
<p>Impressions ⓘ</p> <p><b>8,011,457</b></p> <p>↗2,303.6%</p>	<p>Engagements ⓘ</p> <p><b>225,199</b></p> <p>↗2,478.7%</p>	<p>Post Link Clicks ⓘ</p> <p><b>148,929</b></p> <p>↗3,762.3%</p>
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## Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day

⚠ Data Unavailable: We are unable to provide data for this date range.

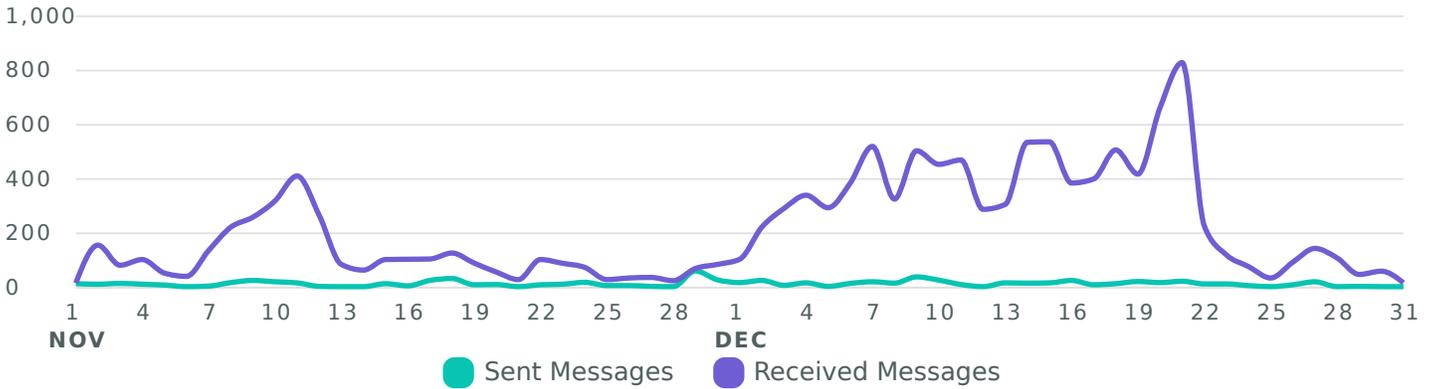


Audience Metrics	Totals	% Change
<b>Total Audience</b> ⓘ	<b>6,105</b>	<b>↗ 61.2%</b>
<b>Total Net Audience Growth</b> ⓘ	<b>2,276</b>	<b>↗ 585.5%</b>
Twitter Followers Gained	1,202	↗ 560.4%
Facebook Page Likes	884	↗ 1,145.1%
Instagram Followers Gained	221	↗ 250.8%
LinkedIn Followers Gained	58	↗ 114.8%

## Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day



### Sent Messages Metrics

Totals % Change

#### Total Sent Messages ⓘ

**681** ↗ **86.6%**

Twitter Sent Messages

199 ↗ 73%

Facebook Sent Messages

269 ↗ 144.5%

Instagram Sent Messages

116 ↗ 132%

LinkedIn Sent Messages

97 ↗ 7.8%

### Received Messages Metrics

Totals % Change

#### Total Received Messages ⓘ

**12,900** ↗ **1,016.9%**

Twitter Received Messages

8,387 ↗ 711.9%

Facebook Received Messages

4,262 ↗ 6,456.9%

Instagram Received Messages

247 ↗ 357.4%

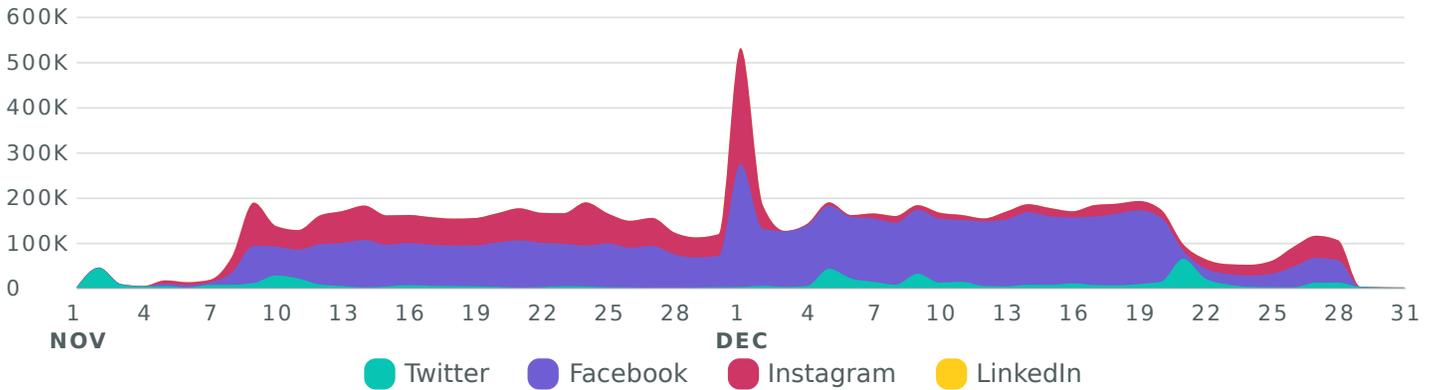
LinkedIn Received Comments

4 ↗ 33.3%

## Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Day

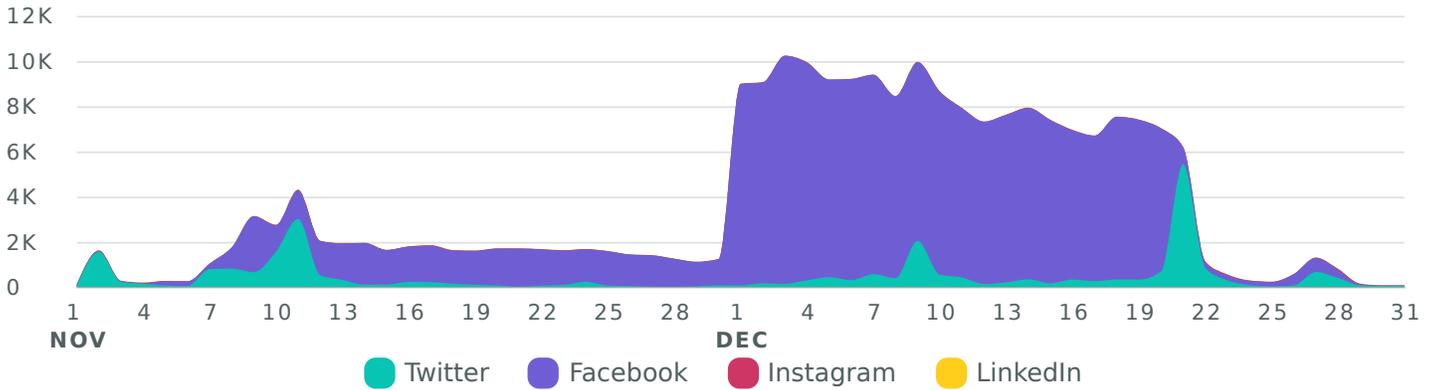


Impression Metrics	Totals	% Change
<b>Total Impressions ⓘ</b>	<b>8,006,403</b>	<b>↗ 2,302.1%</b>
Twitter Impressions	524,547	↗ 443.5%
Facebook Impressions	5,240,899	↗ 4,349.8%
Instagram Impressions	2,236,237	↗ 1,848.8%
LinkedIn Impressions	4,720	↗ 10.5%

## Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day

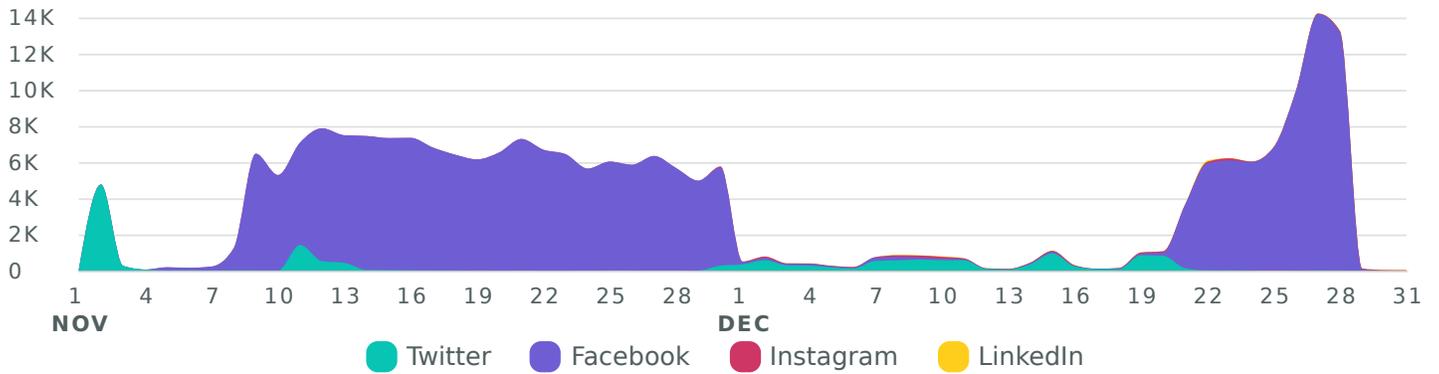


Engagement Metrics	Totals	% Change
<b>Total Engagements</b> ⓘ	<b>225,226</b>	<b>↗ 2,479%</b>
Twitter Engagements	27,731	↗ 604.5%
Facebook Engagements	196,599	↗ 4,632.8%
Instagram Engagements	603	↗ 73.3%
LinkedIn Engagements	293	↘ 0.7%
<b>Engagement Rate (per Impression)</b> ⓘ	<b>2.8%</b>	<b>↗ 7.4%</b>

## Video Views

Review how your videos were viewed across networks during the reporting period.

Video Views, by Day



Video Views Metrics	Totals	% Change
<b>Video Views ⓘ</b>	<b>227,318</b>	<b>↗ 25,213.8%</b>
Twitter Video Views	16,426	↗ 5,215.9%
Facebook Video Views	209,313	↗ 35,437%
Instagram Post Video Views	1,237	↗ —
LinkedIn Video Views	342	—

## Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile <sup>▲</sup>	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
<b>Reporting Period</b> Nov 1, 2021 - Dec 31, 2021	<b>6,105</b> ↗61.2%	<b>2,276</b> ↗585.5%	<b>496</b> ↗49.8%	<b>8,011,457</b> ↗2,303.6%	<b>225,199</b> ↗2,478.7%	<b>2.8%</b> ↗7.3%	<b>227,000</b> ↗25,225
<b>Compare to</b> Sep 1, 2021 - Oct 31, 2021	<b>3,788</b>	<b>332</b>	<b>331</b>	<b>333,307</b>	<b>8,733</b>	<b>2.6%</b>	
<b>@WeDrawTheLines</b>	3,226	1,202	197	529,601	27,704	5.2%	16,000
<b>California Citizens Redistricting Commission</b>	373	58	93	4,720	293	6.2%	
<b>We Draw the Lines CA</b>	1,983	824	121	5,240,899	196,599	3.8%	209,000
<b>wedrawthelines</b>	523	192	85	2,236,237	603	0%	1,000